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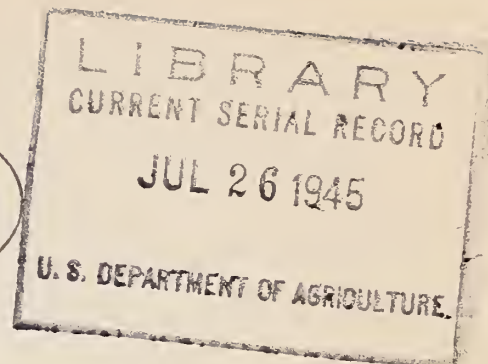
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WAR FOOD ADMINISTRATION
Office of Distribution
150 Broadway
New York, 7, New York

"AGRICULTURAL FRONT"

(For Immediate Broadcast)
(February, 1944)



The first eventful month of 1944 has already been chalked off the calendar. It has been a month of taking inventory for the past year, and setting up plans to carry out an active program, outlined for the War Food Administration.

Last week, Secretary Wickard issued his annual report of activities for both the War Food Administration and the Department of Agriculture. He emphasized again the fine job that farmers had done to bring total food production to a five percent increase over 1942. This achievement is remarkable against the handicaps of destructive spring frosts in some areas, floods in the Central states, and delayed planting over a wide area, from New York to Iowa. Severe droughts occurred in a large South-Central and Southwestern area and in the smaller central Atlantic district. Farmers had to cope with increased shortages of machinery, tools, gasoline, tires, bags, spray materials, and fencing. Yet total crop yields for the nation as a whole were second only to those of 1942, and nearly five percent more than in any other previous year. In livestock, the output exceeded the 1942 total by possibly ten percent.

On January 22nd, Food Administrator Marvin Jones announced the following changes to speed up War Food Administration operations. First, the

Food Production Administration and the Food Distribution Administration will be known as the Office of Production and the Office of Distribution respectively. The Agricultural Adjustment Agency, Farm Security Administration, and Soil Conservation Service became independent agencies reporting directly to Administrator Jones. Something new has been added to the original line-up with the establishment of the Office of Price, now in charge of all functions within the War Food Administration relating to price supports of agricultural commodities. Lee Marshall, Director of the Office of Distribution succeeds Roy F. Hendrickson, who is now serving as a Deputy Director of the United Nations Relief and Rehabilitation Administration. Mr. Marshall served with the War Food Administration as Former Director of Materials and Facilities. He helped set up the 1944 program for a greater supply of farm and food machinery, repair parts, fertilizers, and other production materials. Before entering government service, Mr. Marshall was Chairman of the Board of the Continental Baking Company. He has also been with the Army Service Forces and was food consultant to the Chairman of the War Production Board, Donald M. Nelson.

With egg marketing reaching seasonal peaks throughout the United States, the Egg Purchasing Program initiated by the Office of Distribution provides one of the most important pieces of farm news of the month. Here's a resume of the most recent developments.

First, the program has been expanded to include the entire nation. In other words, we are now prepared to buy eggs in

carload lots from any point in the United States. The second change is that we will buy these eggs at specified prices which have been set in 64 cities throughout the country, rather than on an offer and acceptance basis. This fresh Egg Purchasing Program, along with the Dried Egg Procurement Program in the Mid-West is the back-bone of our methods to support prices to farmers. Although prices for carload lots of eggs in the key cities have been set, they will change periodically. At all times, we expect them to reflect to you an average farm price of not less than 90 percent of parity. In terms of cents per dozen, average egg prices to you will equal \$.30 per dozen in the spring, and \$.34 cents for the entire year. Remember, these are average figures. The actual price you'll receive for ~~your~~ eggs will vary according to the quality of the egg and the area in which you live. Prices for carload lots f.o.b. are available from our area supervisors in New York City, Albany, and Rochester. Other provisions of the Egg Purchasing Program remain the same as those originally established.

As you all know, cheese has been another dairy product making news in wartime. Cheese made from American dairy products has been shipped abroad for our own fighting men and our allies. This is a concentrated, protective food, highly nutritive and easily shipped. Now here is the general picture of cheese allocation: This year, out of every hundred pounds of all the cheeses produced, 56 lbs will go to civilians in this country. A little over 23 lbs. will go to our Allies. About 16 lbs.

to military and war services, and about 3 pounds will go into a reserve for emergencies. The remaining two pounds will go to the Red Cross and to our own territories.

While most types of cheese have been restricted in production, in order to obtain the most efficient use of the nation's milk supply, American cheddar cheese remains the sole exception. Food Distribution Order No. 92 issued recently by the War Food Administration restricts all types of cheese except cheddar, pot, and bakers to the quantity produced in 1942. This has been done in order to conserve further our milk supply. Pot and bakers cheese, however, have already been limited under the first milk conservation order. War Food Administration officials say that it is hard to predict the exact effect this order will have on the civilian supplies of cheese because of variable conditions. At the present time, civilians have been receiving and are now getting about thirty million pounds of cheddar cheese a month. In addition, during 1943, they received an average of 17 and one-half million pounds of cheese other than cottage and cheddar every month. After February 1st, the average quantity of other than cheddar cheese available for civilians was estimated at about sixteen million pounds a month.

Here's an item of particular interest to dairymen. Dairy payments will be extended up to February 17...or to the date that the Commodity Credit Corporation is further extended. The basic rates for the dairy payments up to February 17 will be the same as those in effect in January.

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This program is financed by funds appropriated by Congress to the Commodity Credit Corporation...and this corporation is now authorized to continue its operation only until February 17th.

If Congress continues the Commodity Credit Corporation...and without limitations that would prevent dairy production payment...the rates after February 17 and in March and April will be adjusted to take into account the increases in feed and other costs since the original rates were established last October.

While dairy farmers have been affected by increased costs since the program was first announced, Marvin Jones, the War Food Administrator pointed out that a commitment had been made with the Congress not to change substantially the subsidy program now in effect prior to February 17th.

Mr. Jones has said that for the spring and summer months, it is his intention to continue the general dairy-payments at seasonally lower rates during the time when pastures are more productive. The rates would be seasonally higher next fall and winter. He emphasized that the whole program is contingent upon Congressional action continuing the Commodity Credit Corporation without limitations preventing such payments. If Congress authorizes continuation of the program, the rates for next summer will be determined and announced before the first of May; and the rates for next winter will be announced before the first of September.

The whole idea of this dairy payment program is to off-set higher costs in producing milk and to encourage farmers to produce as much

milk as possible without raising the price of milk to consumers.

Last month I spoke about using farm woodlands to get the necessary lumber needed to supplement heavy wartime requirements. This month, a note on the still critical container situation. At the present time state and area supervisors of the War Food Administration's Office of Distribution are prepared to serve as a clearing house on information as to where you can get used containers. Orders should be placed with agencies handling containers now to meet future requirements. If growers, producers, and shippers state their needs early, these dealers will be in a position where they can build up supplies of salvaged containers to fill your orders. So get in touch with your county agent, your state extension service, or the state or area office of the Office of Distribution in your district. They will probably know where you can get containers to fill your requirements.

This is the Agricultural Front to date. Although there are a few months left until spring planting gets under way, plans for a record 1944 crop season have already materialized both in the farm homes of America and in the conference rooms of the War Food Administration.

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